



Letter of Intent to Implement Affirmative Marketing Plan

Date: _____

The signed Letter of Intent must be submitted any time **prior to issuance of the first building permit** that includes the structural frame for the structure by the Department of Construction & Inspections (DCI) for the project described in this letter. Permits may be picked up any time after the Owner submits a signed Letter of Intent to the Office of Housing.

If you have any questions, please contact Stephanie Velasco at 206-256-5359 or Stephanie.Velasco@seattle.gov.

OWNER'S INFORMATION:

Owner: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Owner's
Representative: _____

(if applicable)

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Contact name and number: _____

Note: This letter of intent is intended to be signed by the building owner of record. The application may be rejected or additional documentation required if the signers is other than the building owner of record.

PROPERTY INFORMATION:

County Assessor's parcel account number(s): _____

Street Address: _____

Legal Description (Attach separate sheet if needed):

PROJECT INFORMATION:

Project Name or Designation: _____

Master Use Permit (MUP) Number: _____

Affordable Housing Incentive Program (check all that apply):

- ☐ Multifamily Housing Property Tax Exemption
- ☐ Incentive Zoning
- ☐ Mandatory Housing Affordability

GENERAL MARKETING PLAN:

Written description of the project's plan to advertise rental units to the general public, including anticipated marketing methods (e.g. ad placements, listings on rental websites, direct mail, sidewalk or site signs, etc.) and proposed timeline for implementation. (Attach separate sheet if needed):

Marketing Method (include location or media source, where appropriate)	Initiation Date	Duration of Advertising
<i>Example: Ad placements in Seattle Times (print)</i>	<i>10/31/17</i>	<i>12 weeks</i>

SPECIAL OUTREACH & ADVERTISING IN ADVANCE OF GENERAL MARKETING:

I/We hereby indicate by my/our initials below that, at least two weeks prior to initiating any advertising or marketing efforts that target the general public (as described in the General Marketing Plan above), I/we will:

1. Provide notice of the vacancies to the Seattle Housing Authority (SHA) by contacting Bessie Marie Scott, Strategic Advisor for the Housing Choice Voucher Program, at Bessie.Scott@seattlehousing.org or 206-239-1582;
2. List the vacancies on www.housingsearchnw.org or its successor website identified by the City; and
3. Contact three community based organizations to inform, and solicit applications from, households who otherwise might be unlikely to apply for housing at the property.
 - a. Identify three local organizations either from the list attached to this document, or among other organizations that may be appropriate.
 - b. Contact the three identified organizations and supply them with information about vacancies and the leasing process.

Owner's initials: _____

ANNUAL SPECIAL OUTREACH & ADVERTISING:

I/We hereby indicate by my/our initials below that I/we will conduct Annual Special Outreach & Advertising to three community based organizations to inform and solicit applications from households who otherwise might be unlikely to apply for housing at the property. At a minimum, this special outreach shall include:

- Information on the number of affordable units at the property and the income and rent restrictions on those units;
- Leasing and tenant selection criteria;
- How the property intends to advertise vacancies in affordable units, as they arise.

Owner's initials: _____

RECORD-KEEPING:

I/We hereby indicate by my/our initials below that I/we will document all Special Outreach & Advertising efforts and make them available to the Office of Housing upon request. My/our records shall include:

- Dates and documentation of communications with the Seattle Housing Authority (SHA), showing that SHA was contacted and provided notice of vacancies at least two weeks in advance of General Marketing;
- Dates and documentation of listings placed at www.housingsearchnw.org, showing that these were placed at least two weeks in advance of General Marketing;
- Dates and documentation of the Special Outreach & Advertising in Advance of General Marketing, showing that three community based organizations were contacted and provided notice of vacancies at least two weeks in advance of General Marketing.
- Dates and documentation of the Annual Special Outreach & Advertising, showing that three community based organizations were contacted at least once per year and provided information about affordable units at the property, as detailed above (see: Annual Special Outreach & Advertising).

Owner's initials: _____

RESIDENT DEMOGRAPHIC DATA COLLECTION:

I/We hereby indicate by my/our initials below that I/we will offer each tenant the opportunity to disclose demographic information on the Resident Demographic Form for Affordable Housing Incentive Programs prior to the point of move-in. I/We are aware that there shall be no penalty for tenants who do not wish to provide the requested information, however all adults (18 years or older) must sign and date the Resident Demographic Form as proof that the option to disclose was made available.

I/We shall collect Resident Demographic Forms and submit the information in form acceptable to the Office of Housing on an annual basis, in conjunction with the property's annual certification report.

Owner's initials: _____

DECLARATION OF INTENT TO IMPLEMENT:

As owner(s) of the property described in this letter, I/we declare my/our intent to implement the Affirmative Marketing Plan requirements, as stated above.

Owner's Signature

Date

Print Name

Date

Owner's Signature

Date

Print Name

Date

List of Community Based Organizations for Affirmative Marketing Plan

Native American

- ☐ Duwamish Longhouse & Cultural Center
4705 W Marginal Way SW
Seattle, WA 98106
(206) 431-1582
<http://duwamishtribe.org/>
- ☐ Seattle Indian Center
611 Twelfth Avenue South, Suite 300
Seattle, Washington 98144
(206) 329-8700
<http://seattleindian.org/>
- ☐ Chief Seattle Club
410 2nd Ave Ext.
Seattle, WA 98104
(206) 292-6214
<http://www.chiefseattleclub.org/>
- ☐ United Indians of All Tribes
Discovery Park P.O. Box 99100
Seattle, WA 98139
(206) 285-4425
<http://www.unitedindians.org/>
- ☐ Seattle Indian Services Commission
606 12th Ave S
Seattle, WA 98144
(206) 329-6594
- ☐ Seattle Indian Health Board
611 12th Ave S, #200
Seattle, WA 98144
(206) 324-9360
<http://www.sihb.org/>
- ☐ InterIm Community Development Association
310 Maynard Ave South
Seattle, WA 98104
(206) 624-1802
<http://interimicda.org/>
- ☐ Vietnamese Friendship Association
3829B S. Edmunds St, Box 9
Seattle, WA 98118
(206) 760-1573
<https://www.vfaseattle.org/>
- ☐ Pacific Asian Empowerment Program
270 S Handford St, #204
Seattle, WA 98134
(206) 324-0236
<http://www.paep-seattle.org/>
- ☐ Lao Community Service Office
7101 MLK Jr. Way S, Suite 214
Seattle, WA 98118
(206) 501-4115
- ☐ Filipino Community Center
5740 Martin Luther King Jr. Way S
Seattle, WA 98118
(206) 722-9372
<https://filipinocommseattle.wordpress.com/>
- ☐ Vietnamese Friendship Association
3829B S. Edmunds St, Box 9
Seattle, WA 98118
(206) 760-1573
<https://www.vfaseattle.org/>
- ☐ National Asian Pacific Center on Aging
1511 3rd Avenue, #914
Seattle, WA 98101
(206) 624-1221
<http://napca.org/>

Asian

- ☐ Asian Counseling and Referral Center
3639 Martin Luther King Jr. Way S
Seattle, WA 98144
(206) 695-7600
<http://www.acrs.org/>

- ☐ Chinese Information & Service Center
611 S Lane Street
Seattle, WA 98104
(206) 624-5634
<http://www.cisc-seattle.org/>
- ☐ International District Housing Alliance
2917 S Snoqualmie St, #103
Seattle, WA 98108
(206) 206-331-2465
<http://www.seattlehousing.org/communitiesites/rainiervistacommunity/DirectoriesofServices/IDHA.htm>
- ☐ Chinese Information & Service Center
611 S Lane Street
Seattle, WA 98104
(206) 624-5634
<http://www.cisc-seattle.org/>
- ☐ Cham Muslim Refugee Center
5945 39th Ave S
Seattle, WA 98118
(206) 723-7677
- ☐ Seattle Chinatown-International District
Public Development Authority
409 Maynard Ave. S
Seattle, WA 98104
(206) 624-8929
<http://www.scidpda.org>

Disabled

- ☐ Lifelong Aids Alliance
1016 E. Pike Street, 3rd Floor
Seattle, WA 98122
(206) 957-1717
<http://www.lifelongaidsalliance.org/>
- ☐ Lighthouse for the Blind
2501 S Plum St
Seattle, WA 98144
(206) 322-4200
<http://seattlelighthouse.org/>
- ☐ Paralyzed Veterans of America

616 SW 152nd Street, Suite B
Burien, WA 98166
(206) 241-1843
<http://www.nwpva.org/>

- ☐ Community Psychiatric Clinic
11000 Lake City Way NE
Seattle, WA 98125-6748
<http://www.cpcwa.org/>
- ☐ Deaf-Blind Service Center
1620 18th Ave, #200
Seattle, WA 98122
(206) 455-7932
<http://seattledbsc.org/>
- ☐ API Chaya
P.O. Box 1047
Seattle, WA 98114
(206) 467-9976
<http://www.apichaya.org/>
- ☐ Easter Seals Society
200 West Mercer Street, #120E
Seattle, WA 98119-3954
(206) 281-5700
<http://easterseals.com/washington/>
- ☐ Lifelong Aids Alliance
1016 E. Pike Street, 3rd Floor
Seattle, WA 98122
(206) 957-1717
<http://www.lifelongaidsalliance.org/>
- ☐ Aging & Disability Services
Seattle Human Services Dept.
P.O. Box 34215
Seattle, WA 98124-4215
(206) 206-684-0660
<http://www.agingkingcounty.org/>
- ☐ Alliance of People with Disabilities,
formerly the WA Coalition for Citizens
with Disabilities
1120 E. Terrace St., #100
Seattle, WA 98122
(206) 545-7055
<http://disabilitypride.org/wordpress/>

Immigrants & Refugees

- ☐ Horn of Africa
4714 Rainier Ave S
Seattle, WA 98118
(206) 760-0550
www.hoas.org
- ☐ Somali Community Services of Seattle
8810 Renton Ave S
Seattle, WA 98118
(206) 760-1181
<http://www.somcss.net/>
- ☐ Refugee Resettlement Office
1610 S King Street
Seattle, WA 98144
(206) 323-3152
<http://www.dioceseroseattle.org/>
- ☐ Refugee & Immigrant Family Center
9001 9th Ave SW
Seattle, WA 98106
(206) 767-6896
- ☐ Refugee Women's Alliance (ReWA)
4008 Martin Luther King Jr. Way S
Seattle, WA 98108
(206) 721-0243
<http://www.rewa.org/>
- ☐ Refugee Federation Service Center
7101 Martin Luther King Jr. Way S
Seattle, WA 98108
(206) 725-9181
<http://rfsc.org/wordpress/>

African Americans

- ☐ Urban League of Metropolitan Seattle
105 14th Avenue
Seattle, WA 98122
(206) 461-3792
www.urbanleague.org
- ☐ Central Area Development Association
320 17th Ave S
Seattle, WA 98144
(206) 461-4880

<http://consejonew.consejocounseling.org/>

- ☐ Africatown Center for Education and Innovation
3100 S Alaska St.
Seattle, WA 98118
<http://www.Africatowncenter.org>
- ☐ Central Area Senior Center
500 30th Ave S
Seattle, WA 98122
(206) 726-4926
<http://centralareasrcenter.org/>
- ☐ Centerstone
722 18th Ave
Seattle, WA 98122
(206) 812-4940
<http://center-stone.org/>

Hispanic

- ☐ Sea Mar Community Health Centers
1040 S. Henderson Street
Seattle, WA 98108
206-863-5277
www.seamar.org
- ☐ El Centro de la Raza
2524 16th Avenue South
Seattle, WA 98144
(206) 957-4634
<http://www.elcentrodelaraza.com/index.htm>
- ☐ Consejo Counseling & Referral
3808 S Angeline
Seattle, WA 98118
(206) 461-4880
<http://consejonew.consejocounseling.org/>
- ☐ Casa Latina
317 17th Ave S
Seattle, WA 98144
(206) 956-0779
<http://casa-latina.org/>

- ☐ Eastside Latino Leadership Forum
P.O. Box 52926
Bellevue, WA 98015
<http://www.eastsidelatino.org/>

- ☐ Entre Hermanos
1105 23rd Ave
Seattle, WA 98122
(206) 322-7700
<http://entrehermanos.org/>

LGBTQ Community

- ☐ Seattle LGBT Commission
810 3rd Street, #750
Seattle, WA 98104-1627
(206) 684-4500
<http://www.seattle.gov/lgbt>

- ☐ Seattle Area Support Groups
115 15th Ave. E, Suite 201
Seattle, WA 98112
(206) 322-2437
www.sasgcc.org

- ☐ Gay City
517 E Pike St
Seattle, WA 98122
(206) 860-6969
<https://www.gaycity.org/>

- ☐ LGBTQ Allyship
1105 23rd Avenue
Seattle, WA 98122
(206) 428-1986
www.allyship.org

Seniors

- ☐ Sound Generations
2208 2nd Ave
Seattle, WA 98121
(206) 448-5757
<http://seniorservices.org/Home.aspx>

- ☐ AARP
9750 3rd Ave NE, #450
Seattle, WA 98115
(866) 227-7457

<http://states.aarp.org/region/washington/>

- ☐ Central Area Senior Center
500 30th Ave S
Seattle, WA 98122
(206) 726-4926
<http://centralareasrcenter.org/>

- ☐ Pike Place Market Senior Center
85 Pike Street, #200
Seattle, WA 98101
(206) 728-2773
<http://pikemarketseniorcenter.org/>

Families

- ☐ Casey Family Programs
2001 8th Ave, #2700
Seattle, WA 98121
(206) 282-7300
<http://www.casey.org/>

- ☐ Wellspring Family Services
1900 Rainier Ave S
Seattle, WA 98144
(206) 826-3050
<http://wellspringfs.org/>

- ☐ Jewish Family Center
1601 16th Ave
Seattle, WA 98122-4000
(206) 461-240
<http://www.jfsseattle.org/>

- ☐ Catholic Community Services
100 23rd Ave S
Seattle, WA 98144
(206) 328- 5696
http://www.ccsww.org/site/PageServer?pagename=about_chs

Organized Labor

- ☐ SEIU 775
215 Columbia Street
Seattle, WA 98104
(866) 371-3200
<http://www.seiu775.org>

- ☐ SEIU 1199NW
15 S Grady Way, Suite 200
Renton, WA 98057
(425) 917-1199
<http://www.seiu1199nw.org>
- ☐ SEIU, Local 925
1914 N 34th St., Suite 100
Seattle, WA 98103
(206) 322-3010
<http://www.seiu925.org>
- ☐ UNITE HERE, Local 8
2800 First Ave., Room 3
Seattle, WA 98121
(206) 728-2326
<http://www.unitehere8.org>
- ☐ UFCW, Local 21
5030 1st Ave. S, #200
Seattle, WA 98134
(206) 434-0210
<http://www.ufcw21.org>
- ☐ Teamsters, Local 117
14675 Interurban Ave., Ste. 307
Tacoma, WA 98168
(206) 441-4860
<http://www.teamsters117.org>
- Other**
- ☐ Job Corps
1511 3rd Ave, #321
Seattle, WA 98101
(206) 622-6593
- ☐ New Beginnings
P.O. Box 75125
Seattle, WA 98175-0125
(206) 783-4520
<http://www.newbegin.org/>
- ☐ Mary's Place
P.O. Box 1711
Seattle, WA 98111
(206) 621-8474
<http://www.marysplaceseattle.org/>
- ☐ Millionaire Club
2515 Western Ave
Seattle, WA 98121
(206) 728-5627
<https://www.millionairclub.org/>
- ☐ VA Puget Sound Health Care System
1660 South Columbian Way
Seattle, WA 98108
(206) 762-1010
<http://www.pugetsound.va.gov/>
- ☐ Real Change News
219 1st Ave S, #220
Seattle, WA 98104
(206) 441-3247
<http://main.realchangenews.org/>
- ☐ YWCA – Opportunity Place
2024 3rd Ave
Seattle, WA 98121
(206) 436-8660
<http://www.ywcaworks.org/page.aspx?pid=438>
- ☐ Downtown YMCA
909 4th Ave
Seattle, WA 98104
(206) 382-5010
<http://www.seattleyymca.org/Locations/Downtown/Pages/home.aspx>
- ☐ Building Changes
1200 12th Ave S, #1200
Seattle, WA 98144
(206) 805-600
<http://www.buildingchanges.org/>
- ☐ Fare Start
700 Virginia Street
Seattle, WA 98101
(206) 267-6219
<http://www.farestart.org/>